

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A matte liquid toner suitable for use in a liquid toner printer, comprising:

- a) a carrier liquid;
- b) toner particles comprising a resin; and
- c) substantially uncolored additive particles of average diameter between 1 and 20 micrometers dispersed in the resin, wherein the additive particles make up at least 10% by weight of the toner particles, and comprise one or more of PTFE (teflon), PTFE wax, polyethylene wax, cross-linked poly-methyl-methacrylate, cross-linked poly-methyl-butylacrylate, and cross-linked poly-acrylate, and said additive particles do not melt or solvate at a surface temperature of an intermediate transfer member during printing, when said matte liquid toner is used for printing in said liquid toner printer.

2.-7. (Canceled).

8. (Previously presented) The matte toner according to claim 1, wherein the additive particles make up between 10% and 20% by weight of the toner particles.

9. (Previously presented) The matte toner according to claim 1, wherein the additive particles make up between 20% and 40% by weight of the toner particles.

10. (Currently amended) The matte toner according to claim 1, wherein the additive particles ~~make up at least 40%~~ comprise up to 50% by weight of the toner particles.

11. (Previously presented) The matte toner according to claim 1, wherein the resin comprises at least one thermoplastic resin.

12. (Previously presented) The matte toner according to claim 11, wherein at least one of the at least one thermoplastic resin has a melt flow index less than or equal to 100.

13.-16. (Canceled).

17. (Previously presented) The matte toner according to claim 1, wherein said PTFE (teflon), PTFE wax, polyethylene wax, cross-linked poly-methyl-methacrylate, cross-linked poly-methyl-butylacrylate, or cross-linked poly-acryl-acrylate is incompatible with said resin.

18.-33. (Canceled).

34. (Withdrawn) A printer for printing both matte and glossy images on a same grade of printing media, comprising: a) at least one reservoir holding colored toner; b) a reservoir holding a substantially uncolored matte toner according to claim 1; and c) a printing engine which applies toner from at least one of the at least one colored toner reservoirs to the printing media, thereby producing the images from the colored toner, and selectively applies the matte toner to some of said printing media, thereby making some of the images matte images.

35. (Withdrawn) A printer according to claim 34, and including a reservoir holding an extra glossy toner, wherein the printing engine also selectively

applies the extra glossy toner to some of the printing media, thereby producing the glossy images.

36. (Withdrawn) A printer according to claim 34, wherein the printing engine is configured to selectively apply the matte toner to only one portion of the printing media, thereby producing images that have different degrees of glossiness in different areas thereof.

37. (Canceled).

38. (Withdrawn) A printer according to claim 34, comprising a controller which controls the selective application of the matte toner to the printing media, thereby controlling the glossiness of at least a portion of each image.

39. (Canceled).

40. (Withdrawn) A printer according to claim 34, wherein the image comprises a plurality of pixels, and the print engine applies the matte toner to different fractions of the pixels to produce different degrees of glossiness.

41. (Withdrawn) A printer according to claim 34, wherein the print engine applies the matte toner to at least some of the printing media more than once, and applies different numbers of layers of the matte toner to produce different degrees of glossiness.

42. (Previously presented) The matte toner according to claim 1, wherein the average diameter of the additive particles is between 1 and 3 micrometers.

43. (Previously presented) The matte toner according to claim 1, wherein the average diameter of the additive particles is between 3 and 8 micrometers.

44. (Previously presented) The matte toner according to claim 1, wherein the average diameter of the additive particles is between 8 and 20 micrometers.

45. (Canceled).

46. (Previously presented) The matte toner according to claim 11, wherein said thermoplastic resin has a melt flow index less than 35.

47. (Previously presented) The matte toner according to claim 1, wherein said resin solvates and is plasticized by the carrier liquid.

48. (Previously presented) The matte toner according to claim 1, wherein the additive particles comprise one or more of PTFE (teflon), PTFE wax, and polyethylene wax.

49. (Previously presented) The matte toner according to claim 1, wherein the additive particles comprise one or more of cross-linked poly-methyl-methacrylate, cross-linked poly-methyl-butylacrylate, and cross-linked poly-acryl-acrylate.